

GUIDING MONTANA BUSINESSES TO

Success

the
press

organic juice • espresso bar • bibles

When Evelyn Johnson decided to sell her business and retire, her daughters couldn't bear to see it sold. Carla Steckel and Cassie Holt were determined to find a way to purchase New

Wine Christian Books and Gourmet Coffee in Havre, Montana from their mom and continue the ministry it has become known for. Having worked at New Wine for a combined 21 years, Cassie and Carla felt confident they could continue the success of New Wine and bring new ideas to the business. They enlisted the help of Joe LaPlante, Director of the Small Business Development Center at Bear Paw Development Corporation, to help them with the planning and financing necessary to complete the purchase. Joe worked with Cassie and Carla to develop a business plan and complete cash flow projections. Carla Steckel had only great things to say about working with the SBDC: "We had a vision for buying the store from Mom, as well as a vision for expansion...Mom suggested we go to Bear Paw Development and consult with Joe [at the SBDC]. [They] were so positive and helpful. It was like they could see our vision, and wanted it to succeed as badly as we did." After becoming the official owners of New Wine last year, Cassie and Carla used a portion of the financing from Bear Paw Development Corporation to complete the addition of The Press, the only juice bar in Havre. "We really believe in the mission of our store and the products we offer, and so do our employees," says Holt.

Books, coffee & juice, oh my!

Advisor: Joe LaPlante

Client: Carla Steckel
Cassie Holt

Impact: Business Created
Financing Received

